

South Carolina Statewide Lodging Outlook Report
October 2018

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: October 2018	October 2018	% Chg	October 2018	% Chg	October 2018	% Chg	% Chg	% Chg	% Chg
United States	69.9%	0.8%	\$133.81	2.7%	\$93.55	3.5%	5.6%	2.0%	2.8%
South Atlantic**	70.1%	-0.5%	\$123.66	1.0%	\$86.72	0.6%	2.8%	2.2%	1.7%
South Carolina	66.6%	2.4%	\$110.89	2.0%	\$73.89	4.5%	6.0%	1.5%	3.9%
Year-to-Date: January through October 2018	Jan-Oct 2018	% Chg	Jan-Oct 2018	% Chg	Jan-Oct 2018	% Chg	% Chg	% Chg	% Chg
United States	67.9%	0.5%	\$130.75	2.6%	\$88.78	3.1%	5.2%	2.0%	2.5%
South Atlantic**	69.3%	0.1%	\$127.47	2.5%	\$88.37	2.6%	4.4%	1.7%	1.8%
South Carolina	66.0%	-0.1%	\$119.57	2.0%	\$78.97	1.9%	3.7%	1.8%	1.7%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Nov 2018	Dec 2018	Jan 2019
STR, Inc.	Occupancy Forecast	58.2%	47.9%	48.2%
<i>As of November 2018</i>	% Chg vs same month in previous year	0.8%	0.6%	1.2%

Source: STR, Inc.